

Graphic Designer

ORGANIZATIONAL SUMMARY:

The USF Department of Intercollegiate Athletics is an integral part of USF and its mission by sponsoring a diverse and nationally competitive Division I athletic program. The program serves several significant constituencies, including its student-athletes, who are students first. The most important priority of the program is the progress of the student-athletes toward graduation. Other priorities include the health, fitness and emotional development of student-athletes at USF.

Intercollegiate Athletics provide a sense of collegiality, allegiance, and pride for students, staff, faculty, alumni, boosters and the greater Tampa Bay community at large and serves as a focal point for their support. Within the framework of competitive excellence, Intercollegiate Athletics at USF are also a contact vehicle leading supporters to a greater awareness of the University's mission, academic programs and prominence as an educational institution.

POSITION SUMMARY:

Responsible for the design and art direction of both print and electronic communications of USF Athletics, and assists in the ideation and creation of multimedia content that enhances the visual brand of the USF Athletic Department. This position will take the lead on graphic elements geared towards print, digital and social media, with an emphasis on helping USF Athletics achieve its goals of generating excitement towards the Bulls and help with revenue generation opportunities. Adheres to all NCAA, Conference, and University rules and regulations.

RESPONSIBILITIES:

Establishes, oversees and develops projects from concept to delivery, including but not limited to: game day programs, media guides, brochures, billboards, advertising materials, posters, murals, banners, and other material for digital and social media. Executes a consistent visual identity through all design work for the department as well as ensure compliance with University Brand Standards

Creates original designs for assigned projects by determining information flow, content layout, use of graphics, typography, color, etc. based upon available space, knowledge of layout principles, and aesthetic design concepts. Stays abreast of new techniques and technology related to web and/or print design.

Creates templates for game day programs, media guides, and other printed materials for each sport. Designs season tickets and associated items in alignment with season collateral. Inspects and approves printers' proofs and reviews completed products.

Organizes and directs photo shoots, including creating shot lists and ensuring correct photos are taken. Reviews product for quality and appropriateness. Selects appropriate photographs for publications.

Assists in planning work performed by the office; makes recommendations concerning scheduling, time requirements, and other similar functions. Assists in training new staff. Supervises interns and/or student employees.

Performs other duties as assigned.

POSITION QUALIFICATIONS:

MINIMUM:

This position requires a Bachelor's degree in communication, marketing, public relations, technical writing, digital media, or related field, with two years of experience in related positions; or a Master's degree in the fields listed above. Appropriate college coursework or vocational/technical training may substitute at an equivalent rate for the required experience.

PREFERRED:

Four years relevant experience with Graphic Design in college or professional athletics.